

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-1115 (March 2008)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090108ABR

Licensee BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM		
Call Sign WHA-TV	Facility Id 6096	Previous Call Sign (if applicable)

Community of License			
City	State	County	Zip Code
MADISON	WI	DANE	53706 -

Nielsen DMA MADISON	World Wide Web Home Page Address WWW.WPT.ORG	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2013
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Channel Numbers: (Check the Channel Number(s) to which this form applies.)		
<input checked="" type="checkbox"/> Analog	21	
<input type="checkbox"/> Digital		

Report reflects information for quarter ending: 12/31/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?
 Option One (A and D) Option Two (B and D) Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Simulcasting:

Are you simulcasting on your Analog channel and your primary Digital stream?	<input type="radio"/> Yes <input checked="" type="radio"/> No
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Application Purpose:

<input checked="" type="radio"/> DTV Education Report	
<input type="radio"/> Amendment	File Number -

If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised.

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

Yes No

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs 25

Comments:

WHA-TV RAN 25 SEPARATE BROADCASTS OF TWO HALF-HOUR INFORMATION PROGRAMS, ONE PRODUCED BY PBS AND THE OTHER PRODUCED LOCALLY BY WISCONSIN PUBLIC TELEVISION. THESE TWO PROGRAMS WERE SCHEDULED ON A BROAD RANGE OF DATES AT VARIOUS TIMES.

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

Yes No

Comments:

11/13/2008: WHA-TV AIRED "ANDY GOES DIGITAL" SEGMENT DURING IN WISCONSIN, WPT'S LOCALLY-PRODUCED WEEKLY NEWS-MAGAZINE PROGRAM. THIS SEGMENT WAS FOLLOWED BY INFORMATION DIRECTING VIEWERS TO THE WPT HOMEPAGE AND ADDITIONAL DTV TRANSITION EDUCATION.

12/10/2008: WHA-TV PARTICIPATED IN THE MADISON WI MARKET ANALOG SHUT-OFF AND DTV TRANSITION NOTIFICATION TEST ALONG WITH OTHER TELEVISION BROADCASTERS AND CABLE SYSTEMS.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website?

Yes No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

Yes No

Comments:

THE FRONT PAGE OF WPT.ORG INCLUDES A "GET READY FOR DTV" CLICKABLE LINK WHICH CONNECTS TO AN ENTIRE SECTION OF DTV TRANSITION INFORMATION FOR CONSUMERS. THERE IS INFORMATION REGARDING CONVERTER BOXES, THE FEDERAL COUPON PROGRAM, ANTENNAS, VCRS, AN FAQ SECTION AND A RECYCLING PROGRAM FOR ANALOG TVS. THERE ARE FACT SHEETS IN ENGLISH, SPANISH AND HMONG LANGUAGES.

SITE VISITORS CAN CLICK ON A VARIETY OF STREAMED VIDEO EXPLAINING ASPECTS OF THE DTV TRANSITION INCLUDING:

- A CONVERSATION WITH THE WISCONSIN PUBLIC TELEVISION/WHA-TV STATION MANAGER;
- A HALF-HOUR WPT GUIDE TO DIGITAL TELEVISION;
- WHAT'S HAPPENING TO MY TV: DIGITAL TELEVISION AND YOU!, AN 81-MINUTE PRESENTATION OF THE WPT DIGITAL INNOVATIONS UNIT;
- A ROTATING "MYTH-BUSTER" SECTION DELIVERING FACTS ABOUT CONVERTER BOXES, LINKS TO WHA-TV'S DIGITAL PROGRAM SCHEDULE, AN EXPLANATION THAT CONSUMERS DO NOT NEED TO WAIT UNTIL FEBRUARY 17, 2009 TO ACCESS DIGITAL TELEVISION, ETC.
- A DIRECT LINK TO CONSUMER REPORTS' DTV VIDEO.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

Speaking Engagements

Comments:

WISCONSIN PUBLIC TELEVISION STAFF MADE DTV TRANSITION INFORMATION PRESENTATIONS AROUND WISCONSIN AT THREE PUBLIC LIBRARIES - MARATHON COUNTY, DWIGHT FOSTER/FORT ATKINSON AND HATCH/MAUSTON -- AT THE BOLDT COMPANY'S "LUNCH AND LEARN" SESSION, THE FORT ATKINSON SENIOR CENTER AND FOR THE WPT DIRECTORS' CIRCLE/HERITAGE FOUNDATION ANNUAL RECOGNITION EVENT. IN ADDITION, WPT STAFF MADE MORE ELABORATE PRESENTATIONS AT THE WISCONSIN EARLY CHILDHOOD CONFERENCE, THE WISCONSIN EDUCATION ASSOCIATION TEACHER CONVENTION AND THE WISCONSIN LIBRARY ASSOCIATION CONVENTION. ALTOGETHER, THESE PRESENTATIONS PROVIDED DTV INFORMATION TO NEARLY 1,000 PEOPLE.

WPT'S DTV TRANSITION COORDINATOR HAS SCHEDULED NUMEROUS EVENTS FOR THE NEAR FUTURE, MANY OF THEM AT SENIOR CENTERS AND PUBLIC LIBRARIES WHERE THOSE WHO ARE LEAST LIKELY TO BE FAMILIAR WITH THE DTV TRANSITION MIGHT BE REACHED.

Community Events

Comments:

WISCONSIN PUBLIC TELEVISION STAFF WERE PRESENT AT THE FOLLOWING COMMUNITY EVENTS, PROVIDING ANSWERS TO SPECIFIC QUESTIONS AND GENERAL DTV TRANSITION INFORMATION THROUGH ONE-PAGE HANDOUTS AND MULTICAST DISPLAYS:

WISCONSIN LIBRARY ASSOCIATION ANNUAL CONVENTION
WISCONSIN PUBLIC TELEVISION PLEDGE DRIVE
CHILDCARE TRAINING WORKSHOPS
WISCONSIN EDUCATION ASSOCIATION TEACHER CONVENTION
WISCONSIN EARLY CHILDHOOD CONFERENCE

AS NOTED ABOVE, WPT'S DTV TRANSITION COORDINATOR HAS SCHEDULED NUMEROUS EVENTS FOR THE NEAR FUTURE, MANY OF THEM AT SENIOR CENTERS AND PUBLIC LIBRARIES WHERE THOSE WHO ARE LEAST LIKELY TO BE FAMILIAR WITH THE DTV TRANSITION MIGHT BE REACHED.

 Other (describe)

Comments:

OVER THE PERIOD OF THIS REPORT, WPT'S AUDIENCE SERVICES DEPARTMENT LOGGED MORE THAN 1,600 DTV-RELATED PHONE CALLS. IN OCTOBER AND DECEMBER, WPT AND THE WISCONSIN BROADCASTERS ASSOCIATION ORGANIZED TWO PHONE BANKS STAFFED BY 40 VOLUNTEERS AND FLOATING "EXPERTS" (WPT ENGINEERS). THE OCTOBER PHONE BANK TOOK NEARLY 600 CALLS AND 125 VOICE-MAIL MESSAGES. NUMBERS ARE NOT YET AVAILABLE FOR THE DECEMBER PHONE BANK ACTIVITY BUT VOLUME WAS PRECEIVED TO BE JUST AS HEAVY.

BEGINNING 11/1/2008, EIGHT WPT STAFF AGREED TO TAKE 3-TO-4 HOUR SHIFTS, IN ADDITION TO THEIR CURRENT WORK-LOADS, TO HANDLE OVERFLOW DTV-RELATED CALLS ROUTED THROUGH WPT WEB-BASED CALL CENTER.

THE NOVEMBER 2008 ISSUE OF AIRWAVES, WPT'S PROGRAM GUIDE, CONTAINED AN 8-PAGE DTV GUIDE. AIRWAVES HAS A CIRCULATION OF 53,000.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

WHA-TV AND WHA-DT WERE SIMULCAST PRIOR TO 10/6/2008 BUT NOT AFTERWARD, THUS SEPARATE FORM 388'S ARE BEING SUBMITTED FOR THIS REPORTING PERIOD.

Station Certification

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing DIRECTOR OF TELEVISION, WISCONSIN PUBLIC TELEVISION/WHA-TV
Signature JAMES STEINBACH	Date (mm/dd/yyyy) 01/08/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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